



Riverside makes good "cents" for retail

Riverside, California Retail Opportunities

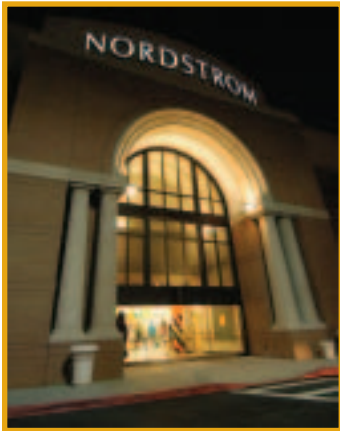
Riverside, CA is a Perfect Location for Retail

Marcus & Millichap has recognized the Riverside area as the **6th strongest retail market** in the nation for the second consecutive year.

The Milken Institute listed the City of Riverside as **8th in their Top 20 Best Performing Cities** for 2005.

Grubb and Ellis ranked the area as **9th in the Nation for Retail Market Strength** in their 2005 Global Forecast.

Inc. Magazine cited Riverside as the **6th best place in the nation for entrepreneurs.**



"We have had a lot of high-end demand from customers at the Riverside Nordstrom store. There is a need for Riverside to grow its upscale business for the Orange County transplants with discretionary funds. The City has great demand for better, higher priced merchandise."

Sung Cho-Rothe
Manager
Riverside Nordstrom



"The Inland Empire doesn't follow the old stigma that it's out in the middle of nowhere. It's completely changed and evolved. We look at it as an extension of Orange County."

Marci Rude
Director of Real Estate
PF Changs China Bistro, Inc.



"Riverside is a city that is perfect for Daphne's Greek Cafe. With a growing population of people with higher incomes, Riverside represents tremendous potential. The Riverside Plaza is an ideal location for us because of its synergistic retail environment and variety of restaurants. We expect to not only draw from the local trade area, but to attract customers from around the region."

Ed Hoban
Director of Real Estate
Daphne's Greek Cafe

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Photos by: Delvin Bain and City Staff
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Community Profile

Riverside is a rapidly growing city of 283,247 that currently ranks as the 11th largest city in California. The City is home to four internationally recognized colleges and universities, including the prestigious University of California, Riverside with an expanding total student population of over 40,000. Incorporated in 1883, Riverside is a unique blend of historic charm and modern city features. The community is rich in history, art and culture, and its residents enjoy excellent ballet, symphony, art, museums, theater and the Citrus State Historic Park.

Riverside's vibrant downtown, anchored by the Historic Mission Inn, has earned a reputation as the "Downtown of the Inland Empire." It is home to many state government offices, the Riverside County Administrative Center and a legal complex consisting of county, state and federal courts. The City is an important financial and professional center with numerous legal, accounting, brokerage, architectural, engineering and software firms as well as banking institutions.

Riverside's diverse manufacturing base includes such sectors as electrical instruments, plastics, wood and metal fabrication, food processing and recreational vehicles. Technology and manufacturing companies are supported by higher educational institutions offering specialized training, research partnerships and a high tech environment at the University Research Park. Businesses benefit from exceptional freeways, rail access, high-speed fiber optic telecommunications, reasonable land and building costs, city owned electrical and water systems, and a large general aviation airport.

Riverside is a city with historic roots, a progressive outlook, and a tradition of stable, elected civic leaders committed to maintaining a diversified economy, balanced land uses, quality developments, and cultural amenities.

City Facts

Year of incorporation	1883
Square miles	78.5

Retail Sales

Taxable sales, 2004 (billions) ⁽¹⁾	\$4.1
Taxable sales growth, 2003 ⁽¹⁾	11%
Taxable sales per capita, 2003 ⁽¹⁾	\$14,475

Income

Average Income, 2004 ⁽²⁾	\$63,946
Total personal income (billions), 2003 ⁽³⁾	\$5.3

Population

Population, 2004 ⁽²⁾	283,247
Population growth, 1990-2004 ⁽²⁾	57,015
Population growth percent, 1990-2003 ⁽²⁾	25%
Population per mile ⁽²⁾	3,280
Average Age ⁽²⁾	30

Assessed Valuation

Assessed valuation (billions), 2004 ⁽³⁾	\$16.4
Assessed valuation per capita, 2004 ⁽³⁾	\$58,309

Existing Home Sales

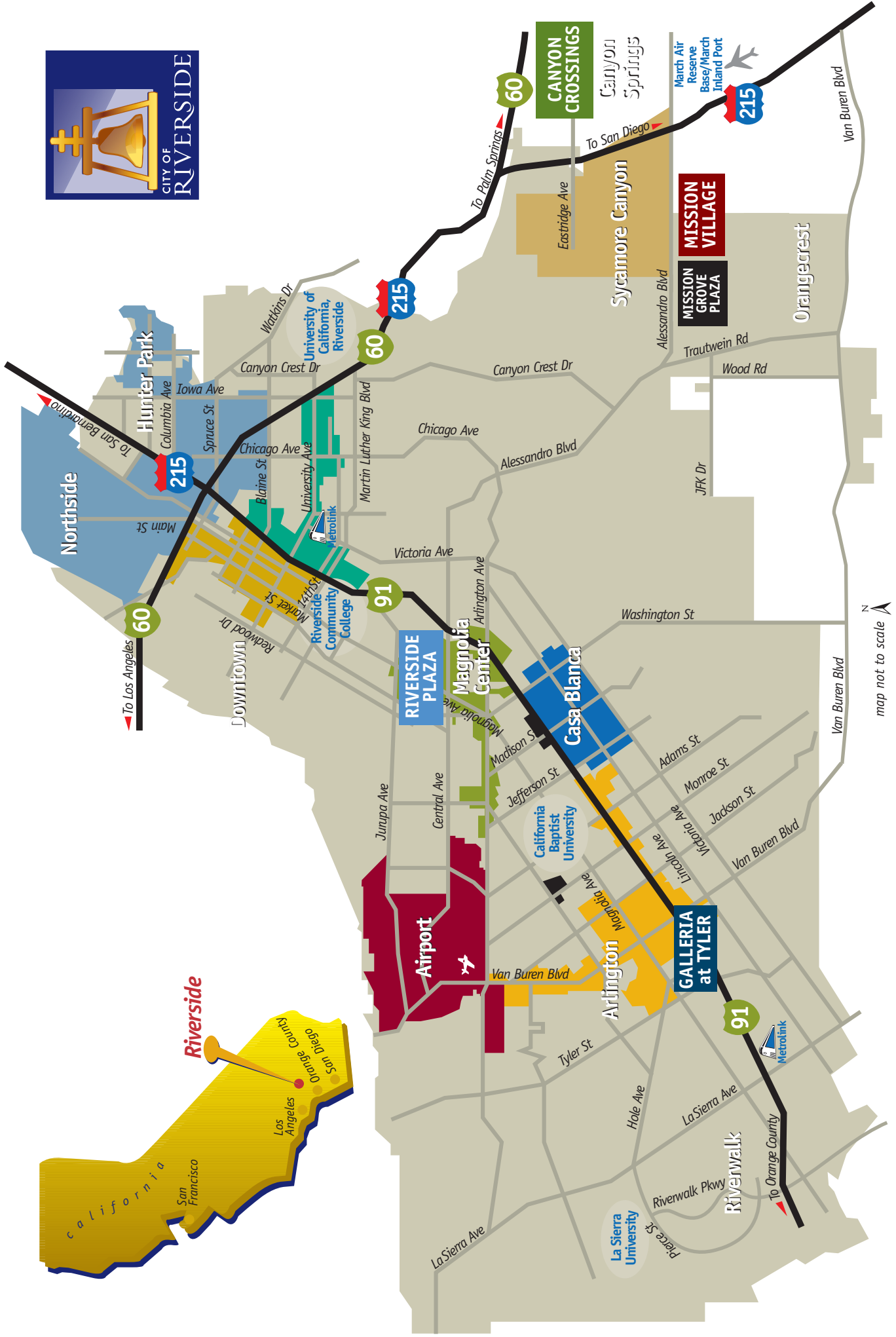
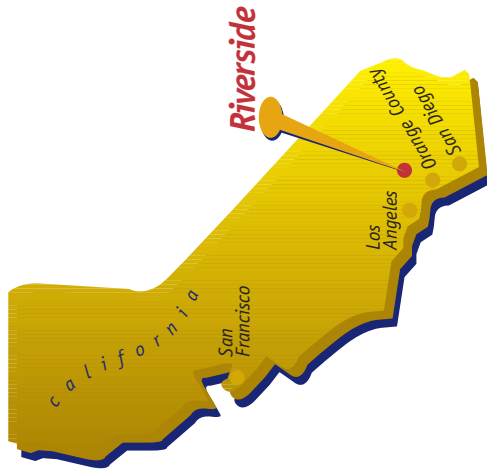
Home sales, 2004 ⁽⁴⁾	5,931
Median home price 2004 ⁽⁴⁾	\$303,668
Price change 2003-2004 ⁽⁴⁾	26.7%

New Home Sales

Home sales, 2004 ⁽⁴⁾	822
Median home price 2004 4th quarter ⁽⁴⁾	\$501,806
Price change 2003-2004 ⁽⁴⁾	48.3%

(1) Hinderliter, de Llamas & Assoc.; (2) ESRI 2004; (3) County of Riverside; excludes Measure "C"; (4) John Husing Ph.D., Economics and Politics

KEY RETAIL AREAS



map not to scale

Canyon Crossings

LOCATION:

Located at the southeast corner of
60 Freeway and Interstate 215



BROKER

CB Richard Ellis

Retail

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DEVELOPER

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Robert Bahen

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Alamo, CA 94507

925 552-9742 • fax 925 552-9748

www.canyoncrossings.com





PROJECT DESCRIPTION

CANYON CROSSINGS AT CANYON SPRINGS is a 90-acre, freeway-oriented development project currently under construction with 740,000 square feet of retail space. It will be anchored by a new Wal-Mart Supercenter and 144,000 square feet of Class A Office space. Located at the intersection of two major freeways with over 200,000 cars passing the site daily, Canyon Crossings is adjacent to several key retailers including a Target, Best Buy, Linens 'N Things, Pier 1 Imports and Sam's Club.

With consistent new residential growth and solid income levels, this is the "bull's eye" of the Riverside/Moreno Valley trade area consisting of more than 552,000 people in a 10-mile radius. Canyon Crossings at Canyon Springs is prime real estate for any tenant interested in freeway visibility and access.

PROJECT SIZE: 90 acres

MAJOR TENANTS: Wal-Mart Supercenter, LA Fitness, John's Incredible Pizza, Wickes Furniture, and Home Gallery Furniture, plus currently in negotiations with major soft goods, sporting goods and office supply chains

ADJACENT TENANTS: Target, Best Buy, Michaels, Linens 'N Things, Pier 1 Imports, Lowes, Circuit City and Sam's Club

PROJECTED OPENING: Construction completion of phase-one retail component is scheduled for first quarter 2006.

POPULATION

1 Mile - 5,871

3 Mile - 82,185

5 Mile - 217,760

ESRIBIS2004

AVERAGE HOUSEHOLD INCOME

1 Mile - \$71,502

3 Mile - \$68,740

5 Mile - \$68,155

ESRIBIS2004

HOUSEHOLDS

1 Mile - 1,829

3 Mile - 25,292

5 Mile - 65,436

ESRIBIS2004

AREA

Canyon Springs

ZONING

Commercial

TRAFFIC COUNT

I-215 at Fair Isle 188,000; I-215 at Eucalyptus

110,000; Highway 60 at Day St. 116,000

Annual Average Daily Totals (AADT) Caltrans 2003



Galleria at Tyler

LOCATION:

91 Freeway and Tyler Street
1299 Galleria at Tyler



DEVELOPER & LEASING

General Growth Properties
Carisa Smitham -
carisa.smitham@generalgrowth.com
100 W. Broadway, Suite 700
Glendale, CA 91210
818 459-6800 • fax 818 459-6801
www.galleriatyler.com

PROPOSED BUILDING EXPANSION AREA

Upper 2nd & 3rd levels (2,950 seat theater)
Lower level

PROPOSED PARKING GARAGE EXPANSION

PROPOSED RESTRIPTED PARKING AREA

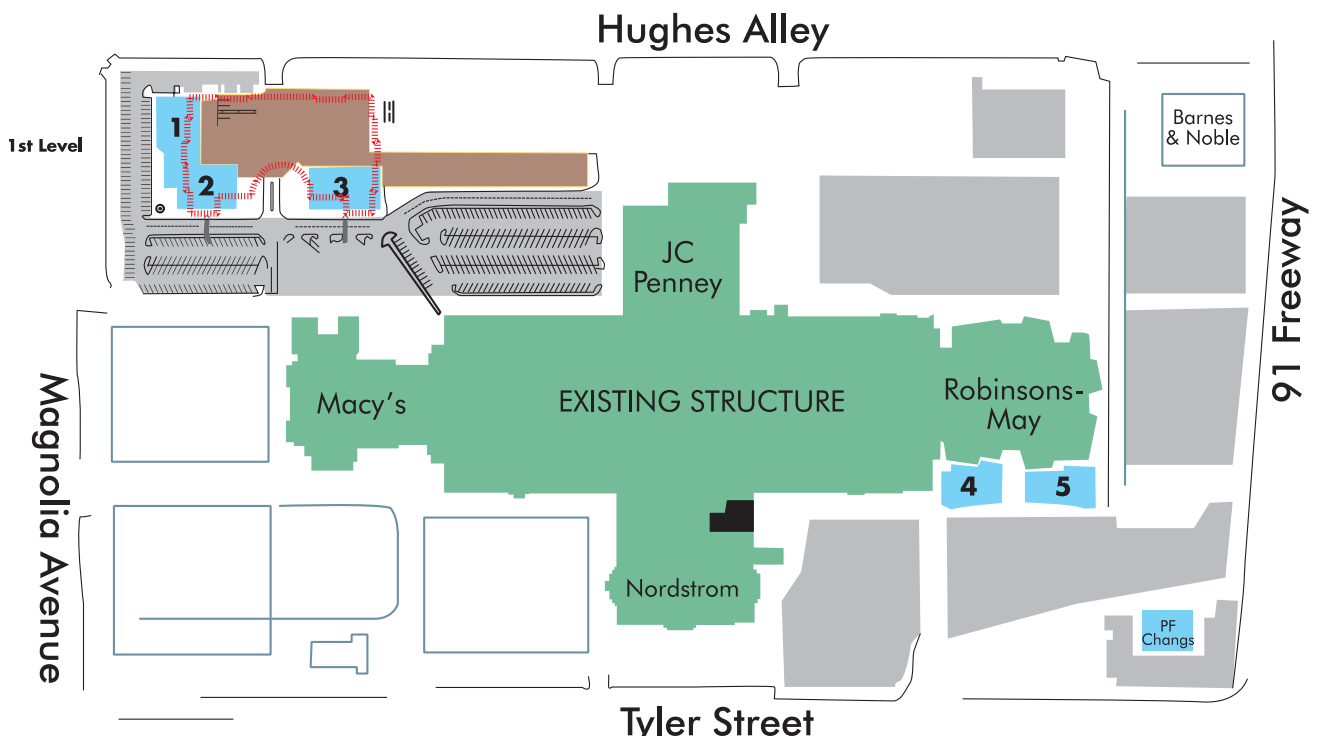
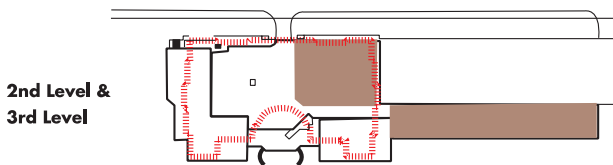
CONVERT RETAIL TO LOADING AREA

Pads 1, 2, 3 (35,000 sq ft, restaurant retail)
Pads 4, 5 (19,174 sq ft, retail)

SITE PLAN

1 FEBRUARY, 2005

THE SHOPS AT TYLER





PROJECT DESCRIPTION

GALLERIA AT TYLER, owned by General Growth Properties, offers a complete entertainment experience. As the dominant, most prestigious super regional mall in the Inland Empire, the Galleria is a two-level, enclosed shopping center, anchored by four major department stores. The Galleria features a diverse tenant mix including: Abercrombie & Fitch, Guess, Ann Taylor Loft, Barnes & Noble, White Barn Candle, Bombay Company, Brighton Collectibles, Godiva Chocolatier, Hollister & Co., TGI Friday's, Metro Park, Jimmy'z and a fabulous food court with patio seating.

As a result of the extraordinary sales growth in the area, the Galleria at Tyler will begin a major expansion this year. The existing 1.1 million square foot super-regional mall will add the Shops at Tyler, a 145,000 square feet of contemporary outdoor "street style" shopping space including dining and entertainment venues, as well as a 2,950-seat theater. This \$75 million project is scheduled for completion in Spring 2006.

PROJECT SIZE: Existing 1.1 million square feet; 145,000 square feet expansion

ANCHOR TENANTS: Nordstrom, Robinsons-May, Macy's and JCPenney

EXPANSION TENANTS: PF Changs, AMC Theater

ADJACENT TENANTS: Bed, Bath and Beyond, Target, Best Buy, Pier 1 Imports, Toys 'R' Us, Burlington Coat Factory, Mervyns, Michaels

POPULATION

1 Mile - 20,048

3 Mile - 129,013

5 Mile - 231,721

ESRIBIS2004

HOUSEHOLDS

1 Mile - 6,102

3 Mile - 38,832

5 Mile - 70,838

ESRIBIS2004

AVERAGE HOUSEHOLD INCOME

1 Mile - \$50,562

3 Mile - \$60,134

5 Mile - \$65,585

ESRIBIS2004

TRAFFIC COUNT

91 Freeway at Tyler St. 368,000

Annual Average Daily Totals (AADT), Caltrans 2003

Galleria at Tyler Shopper

Average Household Income over \$79,000



Mission Grove— Mission Village

LOCATION:

Within 2 miles of the I-215 Corridor and 3 miles
of the 91 Freeway at southeast corner of
Alessandro Boulevard and Trautwein Road



DEVELOPER

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BROKER

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PROJECT DESCRIPTION

MISSION VILLAGE is a new regional center with in-line and pad site opportunities available. Located in one of the fastest growing, highest income areas in the City, the 30-acre retail center is adjacent to the highly successful Mission Grove Plaza. The Mediterranean architectural design, lush landscaping, in-line shops and highly visible anchors provide an upscale shopping experience. The project has approximately one-half mile of street identity along one of Riverside's major arterials. In addition to excellent demographics in the immediate area, this center continues to attract customers from nearby southerly communities along I-215.

In the evenings, the two centers are "people magnets"- with locals meeting to enjoy the 18-screen CinemaStar Luxury theater, and the Akina Sushi Teppan, Cactus Cantina and Romano's Italian restaurants. Already open at Mission Village is LA Fitness, Sav-On Drugs, Wienerschnitzel, It's A Grind Gourmet Coffee, Pizza Factory, Tommy's Burgers and Wells Fargo Bank. Coming soon is a dental office and a full service, upscale day spa and salon. Both have signed leases, and pads will be under construction soon.

PROJECT SIZE: 70 combined acres (Mission Village and Mission Grove Plaza)

EXISTING TENANTS: LA Fitness, Sav-On Drugs, Stein Mart, Ralphs, 18-screen Cinema Star Luxury Theater, Kmart, Baskin Robbins, Akina Sushi-Teppan, Romano's Italian Restaurant, Cactus Cantina, Radio Shack, The UPS Store, IHOP, McDonalds, Taco Bell, Mobil Gas Station, Day Spa, Pizza Factory, Tommy's Burgers & It's A Grind

POPULATION:

1 Mile - 9,023
3 Mile - 52,172
5 Mile - 178,853

ESRIBIS2004

HOUSEHOLDS:

1 Mile - 2,918
3 Mile - 17,457
5 Mile - 56,384

ESRIBIS2004

AVERAGE HOUSEHOLD INCOME

1 Mile - \$114,693
3 Mile - \$98,615
5 Mile - \$71,770

ESRIBIS2004

TRAFFIC COUNT:

Alessandro Blvd. (Mission Grove Blvd. to
Trautwein Rd.) 36,209
24-Hour vehicle Volume Counts, City of Riverside 2004

Riverside Plaza

LOCATION:

Located at the northwest corner of Magnolia Avenue and Central Avenue. Only minutes from Downtown, Riverside Community College, and several established high-income neighborhoods.

TRADER JOE'S



DEVELOPER

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www.shopriversideplaza.com

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Riverside, CA 92506
951 788-9887 • fax 951 788-4314





PROJECT DESCRIPTION

RIVERSIDE PLAZA is designed to be a gathering place for the community. The 35-acre plaza is an outdoor, pedestrian-oriented center that features a variety of specialty shops, dining and entertainment. For a relaxing afternoon or night on the town, guests can enjoy the 18-screen multiplex Regal theater and restaurants with outdoor seating including Chipotle and Pick Up Stix. Coming soon is a Borders bookstore and boutiques specializing in art, apparel, accessories, furnishings, gifts and jewelry, as well as additional restaurants, such as California Pizza Kitchen and Panera Bread. The Plaza is anchored by Gottschalks Department Store, which variety of soft goods including furniture, clothing and cosmetics. Trader Joe's and Vons Grocery Store offer an assortment of food choices for even the most discriminating chef. This unique place provides excitement and fun for the community.

PROJECT SIZE: 500,000 square feet

EXISTING TENANTS: Gottschalks, Active Ride Shop, Pinkheart, Le Vive, Daniel's Jewelers, Hair Productions, Destination Beauty, EB Games, Washington Mutual, Regal Luxury Theaters, Trader Joe's, Vons, Sav-On, Spoons, Islands, Daphne's, Chipotle Grill, Pick Up Stix, Fazoli's, Red Brick Pizza, Quiznos Subs, Juice It Up, Coffee Depot, and Cold Stone Creamery

FUTURE TENANTS: Borders, California Pizza Kitchen, Ooka Japanese Steakhouse and Sushi, Citrus City Grille, Panera Bread, Delicious Delights, Bella Boutique, Splash!, Plaza Cleaners, Bijou, Miry Collection, Sprint, Suncessories and Soleil.

POPULATION:

1 Mile - 16,844

3 Mile - 112,606

5 Mile - 268,395

ESRIBIS2004

AVERAGE HOUSEHOLD INCOME:

1 Mile - \$59,647

3 Mile - \$61,592

5 Mile - \$63,216

ESRIBIS2004

HOUSEHOLDS:

1 Mile - 6,261

3 Mile - 36,947

5 Mile - 84,760

ESRIBIS2004

TRAFFIC COUNT:

Magnolia Street:

Central Ave. to Jurupa Ave. 23,571

24-Hour Vehicle Volume, City of Riverside 2003

91 Freeway at Central Ave. 353,000

Annual Average Daily Totals (AADT), Caltrans 2003



RETAIL TENANT OPPORTUNITIES

- 1 – The Shoppes at Riverwalk**
- 2 – Tyler Village**
- 3 – Ballys Center**
- 4 – Merrill Avenue**
- 5 – 3730 Main Street**
- 6 – Garner Corner**
- 7 – Market Street at Mission Inn Avenue**
- 8 – Market Street Corporate Center**
- 9 – Sterling University Student Village**
- 10 – University Village**
- 11 – Orangecrest Town Center**
- 12 – The Village**



BALLY'S CENTER AT 91 FREEWAY

PROJECT DESCRIPTION

This 6-acre, 100,000 square foot major retail center is ideal for tenants interested in freeway visibility, easy access and an exploding residential market. It is ideally located at the intersection of the 91 Freeway and Madison Street with over 22,000 cars passing the site daily on Madison Street.

ADJACENT TENANTS/PROPERTIES

Bally Total Fitness, Mobil Gas Station, Denny's, Home Depot, Carl's Jr., El Pollo Loco, In-N-Out Burger

Demographics	1 mile	3 mile	5 mile
Population	18,439	98,792	266,073
Avg. Household Income	\$48,570	\$63,284	\$65,372

ESRIBIS2004

TRAFFIC COUNT

91 Fwy at Madison St. 176,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACTS

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Peninsula Retail Partners
949 723-9500

Wendy Holland - wholland@riversideca.gov
City of Riverside Redevelopment Agency
951 826-5947



GARNER TRUST COMMERCIAL CORNER

PROJECT DESCRIPTION

This major downtown corner lot with freeway visibility is ready for development. It can be found in Historic Downtown Riverside adjacent to the 91 Freeway at Lime Street and University Avenue. The site is ideal for mixed use, office and retail development. The total area is approximately 20,000 square feet with 10,000 square feet of available space. The current owners are very willing to redevelop the property.

ADJACENT TENANTS/PROPERTIES

4 million square feet of downtown office space, upscale restaurants, Justice Center, Historic Mission Inn

Demographics	1 mile	3 mile	5 mile
Population	16,999*	108,248	227,863
Avg. Household Income	\$44,062	\$53,901	\$63,201

ESRIBIS2004; *Downtown daytime population 20,729

TRAFFIC COUNT

91 Fwy at Mission Inn Ave. 171,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACT

Mary Hamilton
858 720-0166



3730 MAIN STREET

PROJECT DESCRIPTION

This Historic Downtown Riverside building was originally designed and built to be a restaurant. It's located on the Main Street Walking Plaza within a block of the Historic Mission Inn. The owners are eager to attract a high quality restaurant to add to the current mix of unique dining establishments and retail in Downtown Riverside. The building is 8,000 square feet with 4,000 square feet of available space.

ADJACENT TENANTS/PROPERTIES

Historic Mission Inn, Mario's Place Restaurant, Duane's Steakhouse & Seafood, Las Campanas Restaurant, Simple Simon's, Royal Falconer, Godiva Chocolatier, Kelly's Day Spa, Aveda Hair Salon, Riverside City Hall, State of California offices, Justice Center

Demographics	1 mile	3 mile	5 mile
Population	16,999*	108,248	227,863
Avg. Household Income	\$44,062	\$53,901	\$63,201

ESRIBIS2004; *Downtown daytime population 20,729

TRAFFIC COUNT

Mission Inn Ave. (Market St. to Main St.) 9,055

24-Hour Vehicle Volume, City of Riverside 2004

CONTACT

Mary Hamilton
858 720-0166



MARKET STREET AT MISSION INN AVENUE

PROJECT DESCRIPTION

The plaza at Market Street & Mission Inn Avenue is envisioned as a mixed-use project, which will develop a cosmopolitan lifestyle within the heart of Downtown Riverside. With 100,000 square feet of new retail space along the City's historical retail corridor and over 500 luxurious "For Sale" residential homes within a 7-story building, the proposed Market Street Plaza is certain to unify Riverside's past with its future. Retail opportunities remain available within this proposed development.

ADJACENT TENANTS/PROPERTIES

Historic Mission Inn, Mario's Place Restaurant, Duane's Steakhouse & Seafood, Las Campanas Restaurant, Simple Simon's, Royal Falconer, Godiva Chocolatier, Kelly's Day Spa, Aveda Hair Salon, Riverside City Hall, State of California offices, Justice Center

Demographics	1 mile	3 mile	5 mile
Population	16,999*	108,248	227,863
Avg. Household Income	\$44,062	\$53,901	\$63,201

ESRIBIS2004; *Downtown daytime population 20,729

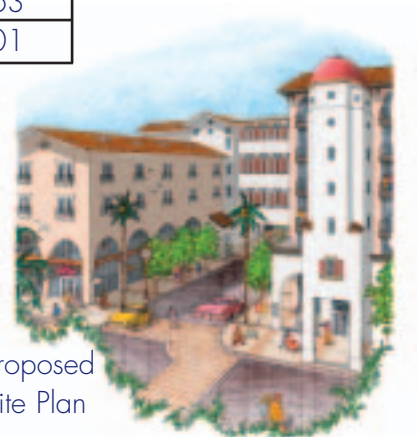
TRAFFIC COUNT

Market St. (Mission Inn Ave. to 14th St.) 25,879

24-Hour Vehicle Volume, City of Riverside 2003

CONTACT

Joyce Powers - jpowers@riversideca.gov
City of Riverside Redevelopment Agency
951 826-5769



Proposed
Site Plan

MARKET STREET CORPORATE CENTER

PROJECT DESCRIPTION

This upscale, 10-acre development offers 126,000 square feet of Class A office space along with a 5,000 square foot restaurant pad. Southern California developer Moshe Silagi recently developed the Riverside MarketPlace, a class A, speculative office building adjacent to the downtown. Based on its overwhelming success, he is building the Market Street Corporate Center located along the 60 Freeway and Market Street.

Demographics	1 mile	3 mile	5 mile
Population	15,501*	120,153	227,580
Avg. Household Income	\$55,437	\$55,558	\$66,580

ESRIBIS2004; *Downtown daytime population 20,729

TRAFFIC COUNT

I-215 at Market St. 140,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACT

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Lee & Associates
951 276-3610



MERRILL AVENUE RESTAURANT ROW

PROJECT DESCRIPTION

With the revitalization of Riverside Plaza, Merrill Avenue is emerging as an important component to the investment strategy of the overall Magnolia Center redevelopment area. It is conveniently located near the 91 Freeway and Central Avenue. The Avenue's adjacency to the Plaza, and potential for high volume visitor demand, creates an opportunity for new activity to flourish. The Redevelopment Agency's vision is to capture a variety of restaurants along the Avenue to complement the Plaza's entertainment venue.

ADJACENT TENANTS/PROPERTIES

Market Broiler, Marie Callendars and Riverside Plaza, containing Regal Luxury Theaters, Citrus City Grille, Chipotle, Ooka Japanese Steakhouse, Pick Up Stix, Gottschalks, and coming soon, California Pizza Kitchen and Borders

Demographics	1 mile	3 mile	5 mile
Population	13,205	110,235	256,153
Avg. Household Income	\$63,036	\$62,616	\$63,894

ESRIBIS2004

TRAFFIC COUNTS

91 Fwy at Central Ave. 177,000;

Riverside Dr. (near Merrill Ave.) 13,680

Annual Average Daily Totals (AADT), Caltrans 2003;

24-Hour Vehicle Volume, City of Riverside 2003

CONTACT

Rosemarie Gonzales - rgonzales@riversideca.gov
City of Riverside Redevelopment Agency
951 826-5941



ORANGECREST TOWN CENTER

PROJECT DESCRIPTION

Positioned in a strong retail area with unprecedented residential growth, Orangecrest Town Center caters to Riverside's highest income area. The site located at Trautwein Road and Van Buren Boulevard offers great visibility and a signalized corner with some site plan/pad flexibility. Phase One of the project is nearly complete. Phase Two offers several pads and one large anchor pad along Trautwein Road. Construction is slated to start in 2005.

ADJACENT TENANTS/PROPERTIES

Kohl's, Albertson's, Sav-On, Petco, Blockbuster Video, Goodyear, Coco's
Future tenants include: Washington Mutual, Pacific Dental

Demographics	1 mile	3 mile	5 mile
Population	7,660	39,542	109,964
Avg. Household Income	\$90,368	\$101,645	\$85,725

ESRIBIS2004

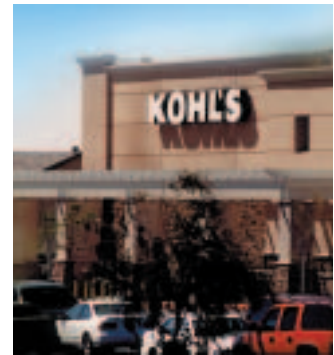
TRAFFIC COUNT

Van Buren Blvd. (Wood Rd. to Chicago Ave.) 42,000+

24-Hour Vehicle Volume, City of Riverside 2003

CONTACT

Fritz Howser - fritz@hecretail.com
Howser Ewing Companies
949 566-9155



THE SHOPPES AT RIVERWALK

PROJECT DESCRIPTION

This 73-acre, mixed-use environment provides a lush landscaped setting reminiscent of rustic California incorporating industrial, professional office and service retail. Located at the western gateway to the City with excellent access to the 91 Freeway at Pierce Street, this pedestrian friendly project invites many retail opportunities featuring shops, hotel & restaurant.

Demographics	1 mile	3 mile	5 mile
Population	19,772	124,871	230,655
Avg. Household Income	\$53,592	\$65,676	\$64,933

ESRIBIS2004

TRAFFIC COUNT

91 Fwy at La Sierra Ave. 178,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACT

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Larry Null - lnull@lee-associates.com
951 276-3616



STERLING UNIVERSITY STUDENT VILLAGE

PROJECT DESCRIPTION

Sterling University Student Village, a mixed-use student housing project, is scheduled for completion in September 2005. This site will consist of 152 student housing units and 528 beds. In addition, the project features 16,100 square feet of student-focused retail space that will front University Avenue near Iowa Street along with a six story parking garage for easy access.

ADJACENT TENANTS/PROPERTIES

University of California, Riverside, University Village featuring Metropolitan Theaters, Rubio's, Starbucks, MadPlatter, International Village

Demographics	1 mile	3 mile	5 mile
Population	21,386*	88,685	192,993
Avg. Household Income	\$30,462*	\$58,869	\$65,600

ESRIBIS2004; *Based on the proximity of the University of California, Riverside student population.

TRAFFIC COUNT

91Fwy at University Ave. 177,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACT

Joyce Powers - jpowers@riversideca.gov
City of Riverside Redevelopment Agency
951 826-2430



THE VILLAGE

PROJECT DESCRIPTION

This beautifully landscaped 72,000 square foot neighborhood village can be found along Alessandro Boulevard near Barton Road, one of Riverside's busiest routes. The Mission Grove area where this center is located, is home to some of the highest income levels in the region with exponential residential, office and industrial growth nearby. This site offers multiple retail and sit-down restaurant opportunities.

ADJACENT TENANTS/PROPERTIES

Stein Mart, Pizza Factory, Bank of America, Kmart, Ralphs, CinemaStar Luxury Theater, LA Fitness, Sav-On Drugs, Romano's Italian Restaurant, Akina Sushi, Cactus Cantina, IHop

Demographics	1 mile	3 mile	5 mile
Population	2,918	17,457	56,384
Avg. Household Income	\$114,693	\$98,615	\$71,770

ESRIBIS2004

TRAFFIC COUNTS

Over 45,000 vehicles per day on Alessandro between Trautwein Rd. and Mission Grove Pkwy.; projected to be 80,000 vehicles per day by 2010.

24-Hour Vehicle Volume, City of Riverside 2003

CONTACT

Brad DeGennaro
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951 787-0494



TYLER VILLAGE

PROJECT DESCRIPTION

Located at Tyler Street a major freeway off-ramp, this retail center has visibility from the 91 Freeway, great access at Tyler Street & Indiana Avenue, and excellent parking. Explore the opportunities at Tyler Village with several pads available totaling approximately 35,000 square feet.

ADJACENT TENANTS/PROPERTIES

Hobby Shack, Game Store, GT3 Racing, Arlet Bridal

Trade area tenants: Bed Bath & Beyond, Target, Sportmart, Sport Chalet, Petsmart, Barnes & Noble

Demographics	1 mile	3 mile	5 mile
Population	19,349	126,293	238,930
Avg. Household Income	\$57,468	\$62,576	\$65,452

ESRIBIS2004

TRAFFIC COUNT

91 Fwy at Tyler St. 368,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACTS

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City of Riverside Redevelopment Agency
951 826-5947



UNIVERSITY VILLAGE

PROJECT DESCRIPTION

University Village is a quality mixed-use center, benefiting from its relationship with its neighbor, the University of California, Riverside. In addition to 360,000 square feet of upscale commercial space, a student-housing tower is now under construction that will house over 500 students by September 1, 2005. Available commercial space includes a 3,100 square foot retail suite, a 6,500 square foot office suite, and two 1,800 square foot 2nd floor office suites. Also, a new 20,000 square foot retail/restaurant building is now under construction, and a proposed mixed-use building that will include up to 50,000 square feet of commercial space.

ADJACENT TENANTS/PROPERTIES

Metropolitan Theaters, Mad Platter, Rubios, Starbucks (2), Quiznos Sub, Fat Burger, Village Bookstore

Demographics	1 mile	3 mile	5 mile
Population	21,386 *	88,685	192,993
Avg. Household Income	\$30,462 *	\$58,869	\$65,600

ESRIBIS2004*Based on the proximity of the University of California, Riverside student population.

TRAFFIC COUNT

91 Fwy at University Ave. 177,000

Annual Average Daily Totals (AADT), Caltrans 2003

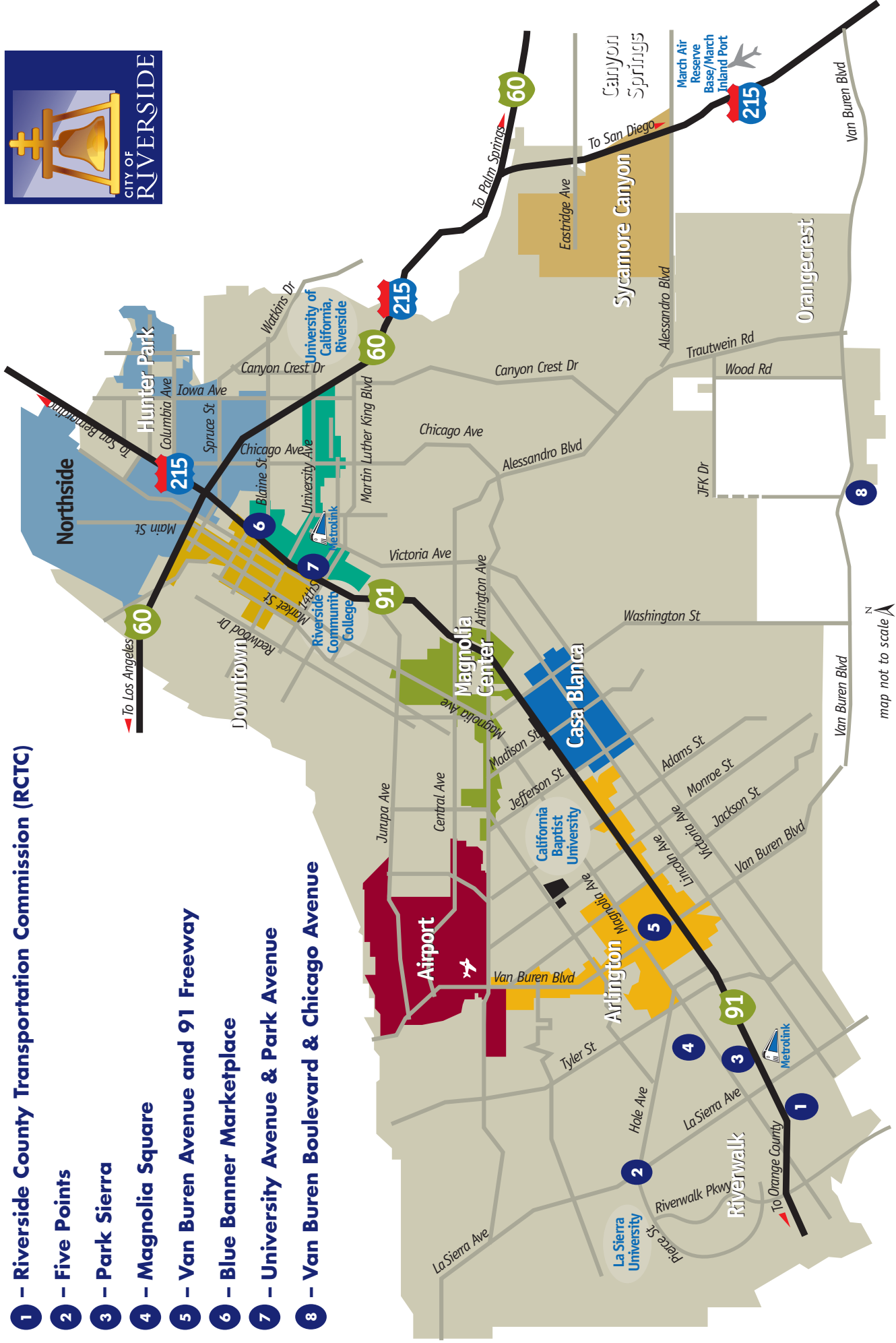
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RETAIL DEVELOPMENT OPPORTUNITIES

- 1 – Riverside County Transportation Commission (RCTC)
- 2 – Five Points
- 3 – Park Sierra
- 4 – Magnolia Square
- 5 – Van Buren Avenue and 91 Freeway
- 6 – Blue Banner Marketplace
- 7 – University Avenue & Park Avenue
- 8 – Van Buren Boulevard & Chicago Avenue



FIVE POINTS

PROJECT DESCRIPTION

The Riverside City Council has designated this potential redevelopment opportunity as a high priority. Five Points is envisioned as a mixed-use village of up to 30-acres serving the surrounding residential neighborhoods and students at La Sierra University. It is located near the new, highly successful Riverwalk mixed-use development by Turner Development within five minutes of the 91 Freeway and ten minutes of the Galleria at Tyler Super regional mall.

ADJACENT TENANTS/PROPERTIES

Stater Bros., Bank of America, Rite Aid, Pizza Hut

Demographics	1 mile	3 mile	5 mile
Population	19,349	126,293	238,930
Avg. Household Income	\$57,468	\$62,576	\$65,452

ESRIBIS2004

TRAFFIC COUNT

La Sierra Ave. & Pierce St. 19,286

24-Hour Vehicle Volume, City of Riverside 2003

CONTACT

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MAGNOLIA SQUARE

PROJECT DESCRIPTION

This former neighborhood shopping center is available for purchase and strategically located in the corridor near the Galleria at Tyler. This is an ideal opportunity for a mixed-use development with a 17-acre parcel available for purchase. Located at 10411-10491 Magnolia, within a half mile of the 91 Freeway.

ADJACENT TENANTS/PROPERTIES

Nordstrom, JC Penney, Macy's, Best Buy, Burlington Coat Factory, Staples, Pier 1 Imports, Target, Bed Bath & Beyond, Sport Chalet, Staples, Office Depot, Barnes & Noble, Men's Warehouse, Roadhouse Grill, Toys 'R' Us

Demographics	1 mile	3 mile	5 mile
Population	20,866	129,442	226,535
Avg. Household Income	\$50,751	\$61,973	\$65,124

ESRIBIS2004

TRAFFIC COUNTS

Tyler St. at Magnolia Ave. 40,874, Magnolia Ave. at Tyler St. 29,611

24-Hour Vehicle Volume, City of Riverside 2003

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MARKETPLACE BLUE BANNER

PROJECT DESCRIPTION

Also known as the Dana K Business Park, this 6.5-acre site is situated along the 91 Freeway with 70,000 feet of available space. It is a former citrus packinghouse and available for sale. The site, as an extension of the Riverside Marketplace development, would serve as an ideal retail location.

ADJACENT TENANTS/PROPERTIES

Old Spaghetti Factory, Mi Tortilla, Sevilla, Applebee's, Smart & Final, Office Max, California Business Bank, Riverside Metrolink Downtown Station

Demographics	1 mile	3 mile	5 mile
Population	20,568*	102,316	213,051
Avg. Household Income	\$39,749	\$53,829	\$62,737

ESRIBIS2004; *Downtown daytime population 20,729

TRAFFIC COUNTS

Mission Inn Ave. (Lime St. to 91Fwy) 12,059

24-Hour Vehicle Volume, City of Riverside

91 Fwy at Mission Inn Ave. 174,000

Annual Average Daily Totals (AADT), Caltrans 2003

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PARK SIERRA

PROJECT DESCRIPTION

Serving as a signature gateway to Western Riverside, this site is approximately 40-acres in size and provides opportunities for one or more large-scale urban developments. Located adjacent to the 91 Freeway, it offers excellent freeway visibility and access.

ADJACENT TENANTS/PROPERTIES

Castle Park, Kaiser Hospital and Medical Offices, Galleria at Tyler, Red Lobster, Black Angus, El Torito

Demographics	1 mile	3 mile	5 mile
Population	22,655	116,150	215,575
Avg. Household Income	\$55,207	\$64,966	\$64,915

ESRIBIS2004

TRAFFIC COUNT

Magnolia Ave. (La Sierra Ave. to Tyler St.) 27,000

24-Hour Vehicle Volume, City of Riverside 2003

CONTACT

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RCTC PROPERTY

PROJECT DESCRIPTION

This 16.25-acre site is being planned for higher density, mixed-use development in the La Sierra area. The existing vacant land is located at the corner of Magnolia Avenue & Pierce Street and features freeway frontage on 91 Freeway.

Demographics	1 mile	3 mile	5 mile
Population	15,950	93,759	240,217
Avg. Household Income	\$67,181	\$71,494	\$68,715

ESRIBIS2004

TRAFFIC COUNTS

Pierce St. (Magnolia Ave. to Riverwalk Pkwy) 20,705

24-Hour Vehicle Volume, City of Riverside 2003

91 Fwy at La Sierra Ave. 178,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACT

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City of Riverside Redevelopment Agency

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UNIVERSITY AVENUE AND PARK AVENUE

PROJECT DESCRIPTION

This prime 3.5-acre site has frontage on both Mission Inn Avenue and University Avenue, a main thoroughfare between downtown and University of California, Riverside. The site is zoned for both commercial and multi-family residential uses. The City views this site as a great location for a mixed-use project.

Demographics	1 mile	3 mile	5 mile
Population	23,059	107,793	217,658
Avg. Household Income	\$36,940	\$56,920	\$63,600

ESRIBIS2004

TRAFFIC COUNTS

University Ave. (Market St. to Lime St.) 15,999

24-Hour Vehicle Volume, City of Riverside 2001

91Fwy/60 Fwy/I-215 Junction 162,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACT

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VAN BUREN BOULEVARD AND 91 FREEWAY

PROJECT DESCRIPTION

Serving as a gateway site to the Arlington area, this 4-acre parcel is planned as part of a larger mixed-use village, serving both local residents and travelers along the 91 Freeway. Located directly adjacent to the Van Buren off-ramp, this site provides excellent freeway access. In addition the site is highly visible along Van Buren Boulevard, which boasts one of the highest traffic counts in the City.

Demographics	1 mile	3 mile	5 mile
Population	15,501	120,153	227,580
Avg. Household Income	\$55,437	\$55,558	\$66,580

ESRIBIS2004

TRAFFIC COUNTS

Van Buren Blvd. and Indiana Ave. 40,449

24-Hour Vehicle Volume, City of Riverside 2000

91 Fwy at Van Buren Blvd. 180,000

Annual Average Daily Totals (AADT), Caltrans 2003

CONTACT

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951 826-5947



VAN BUREN BOULEVARD AND CHICAGO AVENUE

PROJECT DESCRIPTION

This 14-acre, green field site for sale is ideal for retail in Riverside's most affluent neighborhood. The site is situated on Van Buren Boulevard with daily traffic counts over 42,000 vehicles and could accommodate a large anchor tenant along with several smaller pads and in-line space.

Demographics	1 mile	3 mile	5 mile
Population	4,512	42,399	98,509
Avg. Household Inc.	\$96,372	\$104,649	\$89,350

ESRIBIS2004

TRAFFIC COUNT

Van Buren Blvd. (Wood St. to Chicago Ave.) 42,054

24-Hour Vehicle Volume, City of Riverside 2003

CONTACT

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Development Assistance and Incentives

The City of Riverside Development Department assists businesses seeking to expand or relocate in our community. Our Economic Development team will customize the business incentives to suit your unique business objectives and are ready to assist with professional, comprehensive programs and services.

—Site Selection Assistance Our Economic Development team has an available inventory of sites to suit any business. Based on your site selection criteria, we can create a customized list of sites for your business. We also offer site tours to assist in your selection process.

—Workforce Incentives The City of Riverside has a close partnership with the County's Workforce Development Center and Riverside Community College which offer employers various programs to assist businesses with all facets of employee recruitment and training, including job screening and advertising, on-the-job training incentives, customized training, and basic skills.

—Pre-Development & Permitting Assistance Riverside's valuable service allows qualified commercial and industrial projects to receive a complimentary site plan and pre-development review. Our Economic Development team will help expedite permit processing and monitor your project through the Development Review process.

—Higher Education Support Riverside's four colleges and universities, including the University of California, Riverside, can offer businesses many unique services from supplying qualified graduates to work in the new economy to providing intellectual support through research and development collaboratives and other special projects.

— Redevelopment Project Areas The City's Redevelopment Agency manages six Redevelopment Project Areas. The Redevelopment Agency may assist businesses within these Project Areas with loans or grants for building facade improvements and property tax reimbursement incentives to offset development costs for land acquisition and development fees. The Agency may also assist in the construction of certain public improvements such as waterlines, sewers, streets and storm drains in order to facilitate development and implementation of the redevelopment plan.

Other Economic Development Programs and Services offered by the City:

- Demographic information
- Comprehensive GIS mapping services
- Small business loan programs
- High-speed wireless internet on the downtown pedestrian mall
- Foreign Trade Zone



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Wishing for a Perfect Location?

Riverside, California makes good “cents” for retail. Located in one of the country’s fastest growing regions, the City of Riverside is the eleventh largest city in California. Recently ranked #6 in Marcus and Millichap’s National Retail Report and named by Milken Institute as the 8th Best Performing Region in the United States Economically. Riverside is a rapidly growing community where retail is in demand.

Contact us at
devdept@riversideca.gov — 1-877-RIV-SIDE

